

ABSTRACT

A wireless consumer transaction system and method includes wireless equipment coupled to a point-of-sale system, whereby consumers 5 are enabled to set up and carry out point-of-sale transactions in an automated or semi-automated manner using a wireless device. Users entering within the coverage area of the wireless equipment are prompted to conduct a point-of-sale transaction. The point-of-sale system transmits menu options to the user's wireless device. The user selects from the 10 options provided, and is given the ability to purchase the desired goods or services in an automated manner using the wireless device. The wireless equipment of the point-of-sale system is preferably coupled to a point-of-sale computer, which is in turn coupled to a remote processing center. An automated purchase transaction may be conducted by obtaining approval 15 and/or automatically withdrawing funds from the remote processing center in response to user-initiated activity.